

1958 SEASON

COKER'S

PEDIGREED TOBACCO SEED



**COKER'S PEDIGREED
SEED COMPANY**

HARTSVILLE, SOUTH CAROLINA



Coker's Pedigreed Seed Company President Robert Coker, left, and Plant Pathologist Dr. C. H. Rogers examine new Coker 187-Hicks, black shank and wilt resistant tobacco.

COKER 187-HICKS

**Black Shank
Resistant**

Typical Coker 187-Hicks plants as grown in our variety test plots at Hartsville.

The Coker 187-Hicks, a new release for this season's planting, has been reselected out of a cross of Coker 187 and a line selected out of one of the early Hicks which had shown resistance to black shank. This variety is of medium height with leaves spaced medium close together on the stalk. Plants average about 50 inches in height and produce from 23 to 24 leaves which gives a leaf spacing of between 2 inches and $2\frac{1}{4}$ inches. In this respect the leaves average about $\frac{3}{4}$ inch wider spacing than does Coker 139. The leaves have a somewhat crinkly appearance similar to Coker 187, and have a tendency to smooth out as they ripen. The variety is easily handled, responding well to a wide range of soil and weather conditions, and the leaf is easily cured to a rich lemon or orange color with good body.

DISEASE RESISTANCE

This tobacco, in the fifth generation, has been tested throughout the Carolinas and Virginia during the past two years on soils heavily infested with disease organisms. It has shown good resistance to black shank, Granville wilt and Fusarium wilt.

YIELD AND QUALITY

Coker 187-Hicks produces a medium high yield of good quality leaf. It has made higher yields than most of the standard varieties and has sold well on the warehouse floors. The nicotine content of this tobacco is average to above average, ranging from 2 to 3 per cent at various locations.

EASE OF CURING AND HANDLING

Coker 187-Hicks is easily cured to a good rich lemon or orange color, especially where the tobacco has had proper management throughout the growing season, and reasonable care is exercised in cropping. It is well adapted to a wide range of soil conditions, giving a good quality leaf of medium body and texture.

CHARACTERISTICS

Plant Type: Of average height and appearance. The leaves are broad, medium length, and spaced a little closer than average on the stalk.

Leaf: Medium broad leaf, not so brittle as some of the other varieties; easily handled and cures to a good color.

Stalk and Root: Good root and stem providing good anchorage and storm resistance. Medium size stem with leaves spaced between 2 and $2\frac{1}{4}$ inches apart.

Yield: Coker 187-Hicks produces moderately high yields of cured leaf, averaging 10 per cent or more above the best of the non-resistant varieties.

Quality: Produces good grade leaf where given reasonable attention and fair growing conditions.

Adaptability: Grows well under a wide range of soil and climatic conditions. Good growth and leaf quality at all locations.

Disease Resistance: Has shown continuously high resistance to black shank, Granville wilt and Fusarium wilt.

Price: \$8.00 per oz postpaid.

IMPORTANT NOTE

Coker 187-Hicks was bred and has been reselected on soils severely infested with black shank and wilt, and has shown high resistance on such soils in all locations tested. However, we cannot guarantee performance since it is possible that new strains of these diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.



SUGGESTIONS for GROWING and HANDLING COKER 187-HICKS and COKER 156

The Coker 156 tobacco, which was selected out of a line of Hicks, and produces somewhat similar to Hicks Broadleaf, should be handled in approximately the same manner. That is, there are no specific requirements, just average fertilizer application and the customary methods of producing, harvesting and curing. It is an early blooming variety like Hicks, but makes fewer suckers than Hicks.

The Coker 187-Hicks is a higher than average yielding variety, and should be handled accordingly.

GENERAL ADAPTABILITY

Both of these tobaccos, especially Coker 187-Hicks, are adapted to a wide range of growing conditions. Coker 187-Hicks is medium late blooming, produces lower than average suckers and higher than average yield. Both Coker 187-Hicks and Coker 156 have been grown with good results on a wide variety of soils throughout the Carolinas and Virginia.

FERTILIZATION

Since Coker 156 produces about like Hicks Broadleaf and is adapted to the same conditions, it should be fertilized in about the same manner. The Coker 187-Hicks on the other hand should yield about 10 to 15 per cent more, and should therefore have slightly higher fertilizer applications. On average soils 900 to 1200 pounds of a 4-8-12 or 4-8-10 fertilizer, or 1300 to 1500 pounds of a 3-9-9 fertilizer should be sufficient to produce a fair crop. Lighter soils might require somewhat heavier applications.

TRANSPLANTING AND SPACING

Transplanting should be such as to secure a uniform stand of plants throughout a field which in turn facilitates tilling and harvesting the crop. It is much easier to harvest, cure, and produce good quality tobacco from fields that were started well and reasonably early with a uniform stand of plants than where much replanting has been necessary due to insufficient or weak plants, poor soil preparation or improper fertilization and soil moisture content. Plants should be spaced in the drill so as to provide ample sunlight and air circulation which is necessary for produc-

tion of quality leaf. We would suggest about 5,400 to not over 6,000 plants per acre. If a 4 foot row is used, plants should be spaced from 22 to 24 inches apart in the drill. In narrower rows the spacing should be even farther apart. In a 4½ foot row around 20 to 22 inches should provide good conditions for maximum growth.

TOPPING AND SUCKERING

The Coker 187-Hicks variety will produce fewer suckers than Coker 156, but like any other variety, should be kept free of suckers in order to provide maximum production of best quality leaf. Coker 187-Hicks is a moderately late blooming variety, and will not require as early suckering as some of the earlier blooming varieties like Hicks or Coker 156. Good practices should be followed throughout the season as far as topping and suckering is concerned. Tops should be removed before they become tough so that top leaves will develop fully. It is not necessary to top these tobaccos unusually low for heavy body. We usually remove the top at the second leaf down from the flower head.

HARVESTING, CURING AND STORAGE

Under average or normal growing conditions leaves of these tobaccos should be harvested when they appear ripe. Both, however, will withstand a moderate amount of unfavorable weather since little or no blistering or burning has been noticed under moderate extremes of high temperatures and sunlight.

There should be little or no difficulty experienced in handling these tobaccos. Much smaller than average loss has been experienced while harvesting and preparing the tobacco for curing. Since these tobaccos respond about like the average expected, the curing should be handled in about the same manner as other commonly grown varieties. Under average conditions, when the leaf is harvested at the right stage, yellowing should be completed in about 36 hours. The curing process is completed in the usual manner.

If reasonable care is exercised throughout the growing season and in the harvesting and curing processes, good marketable leaf should be obtained.

RESISTANT TO BLACK SHANK—D. Q. Harris, Coker sales representative for Georgia, in black shank test plot, Wayne County, N. C.—Note high resistance of Coker 187-Hicks at left.

RESISTANT TO GRANVILLE WILT—Jim Brown, assistant tobacco breeder, noting characteristics of Coker 187-Hicks in Granville Wilt Nursery, Durham, N. C.

RESISTANT TO FUSARIUM WILT—Coker 187-Hicks stands up well in heavily infested Fusarium Wilt Nursery in Horry County, S. C. Shown in photo is Dr. C. Hoyt Rogers.



COKER 156

HICKS BLACK SHANK RESISTANT SELECTION

Coker 156, another new release for the current season, has been reselected over a period of twelve years out of a line of Hicks which had a few surviving plants in a black shank nursery. This variety has a leaf similar to the regular Hicks Broadleaf, but is slightly heavier bodied with a little higher nicotine content. Plants average about 6 inches taller than the regular Hicks with leaves spaced at about the same interval on the stalk. This variety has been reselected and tested for many years. Plants have averaged from one to two leaves more per stalk.

DISEASE RESISTANCE

Coker 156 has continuously given high resistance to black shank and has been reselected on soils heavily infested with Granville wilt and Fusarium wilt. It has shown some resistance to these two wilt diseases.

YIELD AND QUALITY

The Coker 156 yields about like the regular Hicks Broadleaf, and of a quality similar to this variety. The nicotine content is slightly higher than Hicks and it is sometimes a little heavier bodied and a little more oily than Hicks.

EASE OF CURING

Like Hicks Broadleaf, Coker 156 is rather easily cured usually to a rich lemon or rich orange color on average soils. There is no difficulty in handling this leaf, especially if seasons are normal and reasonable care is used in producing and harvesting the crop.

CHARACTERISTICS

Plant Type: Plants resemble Hicks Broadleaf but are slightly taller. Plants have averaged one to two leaves more per stalk and about 6 inches taller.

Leaf: Medium broad, medium long leaf. Easily handled with low breakage.

Stalk and Root: Medium size stem with leaves spaced $2\frac{1}{2}$ to $2\frac{3}{4}$ inches apart. Good storm resistance.

Yield: Coker 156 yields about like Hicks Broadleaf.

Quality: Good quality leaf of rich lemon to rich orange color, and medium or medium heavy body.

Adaptability: It is well adapted to a variety of soils throughout the Carolinas and Virginia.

Disease Resistance: Good resistance to black shank, and a fair degree of resistance to Granville wilt and Fusarium wilt.

Price: \$6.00 per oz. postpaid.

IMPORTANT NOTE

Although Coker 156 was bred on soils severely infested with black shank and has shown high resistance on such soils in all locations tested, we cannot guarantee performance since it is possible that new strains of the disease or a combination of conditions might occur which could adversely affect tolerance or resistance.

Mr. Robert Coker and Dr. Hoyt Rogers inspecting plants of Coker 156 in variety test plots.





Plant Pathologist Dr. C. H. Rogers looks over field of high yield black shank and wilt resistant Coker 187 tobacco.

COKEER 187

**Black Shank
Resistant**

Coker 187 seed available for 1958 season were increased from re-selected and tested plants produced in our Black Shank and wilt nurseries. The high disease resistance and quality leaf has been maintained and improved this year.

Growing with a dark green color, Coker 187 should be left on the stalk to ripen and should be cured a little quicker than most other varieties. Yield of Coker 187 approximates that of Golden Harvest and is higher than some of the other black shank resistant varieties.

CHARACTERISTICS

Plant Type: Medium height with leaves spaced from 2 to 2¼ inches apart. A plant 4 to 5 feet high should produce 24 to 25 leaves.

Leaf: Broad leaf medium body, somewhat puckered between veins.

Stalk and Root: Medium size stalk with good root system.

Yield: Medium yield producing somewhat higher than Hicks and about like Golden Harvest or 402.

Quality: Good quality leaf can be expected under average conditions and good management.

Adaptability: Adapted to fairly wide range of soils and climate. Should not be heavily fertilized on medium heavy soils.

Disease Resistance: High resistance to black shank, good resistance to Granville wilt and fair tolerance to Fusarium wilt.

Price: \$5.00 per ounce, postpaid.

IMPORTANT NOTE

Coker 187 was bred and has been reselected on soils severely infested with black shank and wilt, and has shown high resistance on such soils in all locations tested. However, we cannot guarantee performance since it is possible that new strains of these diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.

Coker 187 is in the 12th generation, and has been tested for five years on severely infested soils at different points in the Carolinas and Virginia. Its Black shank resistance is even higher than Coker 139. This variety has also shown good resistance to Granville wilt. Leaf of Coker 187 is easily cured to a deep lemon or orange color, of medium body, with moderate nicotine content. Sucker count is comparatively low. Leaves are broad and somewhat puckered between veins being similar to the Golden Wilt parent. Coker 187 should not be highly fertilized, especially on heavy soils, as it grows with a dark green color.



High black shank resistance of Coker 187 shown in severely infested plot on W. H. Grady Farm Wayne County, N. C. Dr. Rogers left, and Henry Cooke, our North Carolina sales representative, on right.



Photo taken in black shank test plot on farm of Mr. Pete Byrd, Wilson County, N. C. Mr. Byrd is shown in center.

Growers well pleased

EASTERN BELT GROWERS PLEASED

"Our growers appear to be well pleased with the performance of Coker 187 this season. I have heard of two fellows who used irrigation selling their crop for a little over \$1400.00 per acre. One grower did not have irrigation but still sold his crop for a little over \$1200.00 per acre."—North Carolina County Agent—November 1, 1957.

\$1544.00 PER ACRE

"My 10 acres of Coker 187 tobacco produced 2452 lbs. per acre which sold for an average price of 63¢ per pound or \$1544.76 per acre. I am well pleased with the variety which is easy to cure and responds well to irrigation."

—T. J. Sansbury, Farmer and Fertilizer Dealer, Darlington, S. C., November 4, 1957.

EXCITING

Mr. L. J. [unclear] ville, N. C. [unclear] and prices [unclear] reported record [unclear] yielded 2,000 lbs. [unclear] Cribb, 4 [unclear] 238 [unclear] acres, 214 [unclear] 238 [unclear] ing better [unclear]

"I have [unclear] I planted [unclear] tra good [unclear] Stokesdal [unclear]

[8]

Group of visitors inspecting tobacco variety plots on our farms at Hartsville, S. C.



pleased . . .

EXCELLENT RESULTS IN COLUMBUS COUNTY

Mr. A. Walters, prominent tobacco grower of White Plains, N. C., was well pleased with yield, disease resistance and quality of his 1957 crop of Coker 187 tobacco. He reports results of three of his tenants: Joe Faulk, 4 acres, 2367 lbs. per acre which sold for \$1442.00; J. D. Gentry, 4 acres, 2334 lbs. sold for \$1371.00; Doc Soles, 5 acres, 2448 lbs., \$1369.00 per acre, the entire crop averaging more than 60¢ per pound.

FROM THE OLD BELT

"No black shank in all my tobacco land . . . This year I planted Coker 187. It lived real good and is bringing extra prices on the auction floor."—Ed Young & Co., Middle, N. C., Sept. 25, 1957.



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Black shank plots on farm of Mr. Winslow Bone, Nash County, N. C.

Shown above is a group of local farmers and extension workers inspecting a demonstration plot on the farm of R. T. Simmons from near Adel, Georgia. Left center wearing dark glasses is County Agent Bob Smith. Directly behind Mr. Smith is Mr. Simmons.



GOLDEN CASH

Golden Cash is a new, high yielding variety resulting from a cross of Big Jim x Cash x Golden Harvest. This tobacco has been tested for five years and is in the twelfth generation at present. It produces above-average yields, about 10 per cent higher than the average for non-resistant varieties. It has medium bloom period and grows somewhat taller than some of the more common varieties. The height is about 4 inches greater than Golden Harvest. Leaves are large and average from 24 to 25 per stalk, and are spaced about 2½ inches apart on the stem.

DISEASE RESISTANCE

Although Golden Cash is highly susceptible to black shank and wilt, it has shown moderately good tolerance to nematodes. Because of this fact and the fact that it has a fairly extensive root system, it is not necessary to use heavy fertilizer applications. About average fertilizer, or slightly above, should give optimum leaf yields.

YIELD AND QUALITY

Golden Cash produces above the average yield, making about 10 per cent more leaf than such varieties as Golden Cure and 402. Quality of leaf has been about average. It usually grows with a slightly yellow cast which should be taken into consideration when harvesting. Leaf should be properly ripened at harvest time. The leaf is usually ripe when the green color fades from leaf blade and mid-rib, and when the leaves break away from the stalk easily and cleanly. Rich lemon to orange leaf should be obtained under ordinary soil and climatic conditions.

EASE OF CURING

Golden Cash can be cured to a good lemon or orange color if the leaves are harvested when properly ripened. There is no particular difficulty to be experienced in handling this tobacco. Care should be taken not to over-fertilize, especially where the variety is grown on medium to medium heavy soils.

CHARACTERISTICS

Plant Types: Medium tall, averaging about 5 feet in height. Leaves are spaced about 2½ inches apart on the stalk. Stalk should average around 25 leaves.

Leaf: Broad, long leaf above average in size.


Stalk and Root: Medium size stalk, unusually heavy root system providing good anchorage and good feeding habits.

Bloom: Blooms about like average varieties.

Yield: Medium high yield, producing 10 per cent or more above varieties such as Hicks, Golden Harvest and 402.

IMPORTANT

Since the decision to release our Golden Cash variety was made, we have concluded that we do not have sufficient information on the manufacturing properties of this tobacco, and therefore have decided not to release it for the 1958 planting season, pending further testing and evaluation. C. P. S. Co.



Seed field of Golden Cash before seed heads are trimmed on our Hartsville, S. C. farms being inspected by James Brown, assistant plant breeder.



Field of Golden Cure, characteristic of this variety

COKER'S PEDIGREED GOLDEN HARVEST

Uniformity of growth, high production of quality cigarette tobacco, ease of curing, and broad leaves are marks of the Golden Harvest tobacco. The leaf cures easily to a medium orange with the body of the Gold Dollar parent combined with the best qualities of the 400 line. Uniform ripening after vigorous growth allows systematic harvesting. The plant has comparatively good resistance to root knot and meadow nematode with some tolerance to soreshin and leaf spot, and will stand in the field without burning longer than most standard varieties. Yield has been higher in this variety than in either of the parents, and its acceptance throughout the flue-cured district has been favorable.

Plants average from 20 to 22 leaves, with top leaves above average in size. With wide adaptability, Golden Harvest does well in soils from Florida to Virginia.

CHARACTERISTICS

Weight: A good producer of quality cigarette tobacco.
Curing: Easily reaches medium orange color.
Leaf: A large, broad leaf, 18 to 22 inches in length, 10 to 12 inches in width.
Stalk: A medium large stalk, stiff, strong and storm resistant.
Texture: Medium with average size veins.
Disease Resistance: Fair tolerance to root knot and meadow nematode, and to soreshin and leaf spot. Not resistant to Black Shank or the wilts.
Uniformity: Very uniform in growth characteristics.
Price: \$4.00 per ounce, postpaid.

COKER'S PEDIGREED GOLDEN WILT

Coker Pedigreed Seed Company's Golden Wilt is another top producer of dollars and pounds per acre. The plant, which cures to a rich lemon or orange color, has a crepe-like texture of medium body and is an excellent cigarette tobacco. Golden Wilt has a high degree of resistance to Granville wilt and Fusarium wilt. It has some tolerance for nematodes and factors for tolerance to mosaic.

Care should be exercised not to over fertilize this variety. On heavier soils excessive rates of fertilization tend to cause this variety to grow too large and produce a lower quality tobacco than it normally should.

CHARACTERISTICS

Weight: Golden Wilt has been one of the top producers on either diseased or disease-free soils.
Curing: Cures to rich lemon or orange for fine quality and texture.
Stalk: Medium size with good storm resistance.
Disease Resistance: High resistance to Granville and Fusarium wilt. Some tolerance to nematodes. Not resistant to Black Shank.
Leaf: Broad leaf with blunt tip, puckered between veins, smoothing out at maturity. Leading cigarette companies report Golden Wilt is a desirable cigarette type.
Adaptability: All soil except extremely heavy types are suited for Golden Wilt.
Price: \$4.00 per ounce, postpaid.

COKER'S PEDIGREED GOLDEN CURE

Golden Cure has become a favorite with growers throughout the entire bright belt area because of its high yield, dollar return, and ease of handling and curing. Released by Coker's Pedigreed Seed Company six years ago, Golden Cure has shown good adaptability to soils not infested with black shank and wilts. Plants have been reselected and inbred on heavily infested nematode soil in field and greenhouse for 13 generations.

CHARACTERISTICS

Weight: Good yield of top quality leaf.
Curing: Primings easily cured to rich lemon or orange color.
Leaf: Medium broad, averages 20 to 22 inches long, 10 to 12 inches wide. Spacing medium close on stalk uniformly from bottom to top.
Texture: Very good medium type.
Disease Resistance: Moderate resistance to nematode and soreshin; high resistance to leaf spot. Not resistant to Black Shank or the wilts.
Uniformity: Very uniform in growth habits.
Adaptability: Grows well on all soil types throughout the flue-cured belt and better than most broad leaf varieties on heavier type soils.
Price: \$4.00 per ounce, postpaid.

CERTIFIED

HICKS BROADLEAF

Through rigid reselection and testing this variety has been considerably improved over the years since it was first distributed by our firm. Our Hicks Broadleaf grows and produces good quality leaf throughout the flue-cured district where soil borne diseases are not a problem. This tobacco has been reselected and progeny tested on soils heavily infested with nematodes. Quality and ease of handling have been continuously improved and this variety is in demand by growers in many areas from Florida to Virginia.

Price: \$3.00 per ounce, postpaid.

CERTIFIED

WHITE GOLD

The White Gold variety is very similar to Hicks Broadleaf. It produces plants of medium size with medium broad leaves. This variety grows with a green cast. The mature leaf is very easy to cure to a bright lemon or orange color.

Price: \$3.00 per ounce, postpaid.

Mr. J. W. Talbert, Sales Manager, looking over field at Hicks Broadleaf. This is one of the five varieties planted in acre size adjacent plots for testing and evaluation for a major tobacco company.



CERTIFIED

OXFORD 1-181

Black Shank
Resistant

Similar to medium broad leaf varieties such as Hicks and Virginia Bright Leaf, the 181 selection has resistance to black shank comparable to the Oxford 1. On soils heavily infested with root knots, it makes a better growth than the parent line. Developed by the Bureau of Plant Industry, USDA, at the Pee Dee Experiment Station at Florence, S. C., the leaf if full maturity is reached will be silky and of medium body when cured. The yield compares with other medium broadleaf tobaccos.

Price: \$3.00 per ounce, postpaid.

CERTIFIED

VESTA 5

Black Shank
Resistant

Vesta 5 produces a medium size plant with medium broad leaves and produces an average number of suckers. It grows with a slight yellowish cast and must be mature and ripe when harvested. The cured leaf is of rich lemon or orange color. This variety has fair resistance to black shank, but rather low resistance to wilts.

Price: \$3.00 per ounce, postpaid.

CERTIFIED

DIXIE BRIGHT 101

Black Shank
Resistant

With moderate resistance to Granville wilt, Fusarium wilt and black shank, Dixie Bright 101 was developed by the North Carolina Experiment Station and U. S. Department of Agriculture, and is recommended for planting where a rotation is being used to help reduce black shank infestation, or where moderate black shank and Granville wilt resistance is necessary. It has good resistance to Fusarium wilt. This variety is medium tall or tall with quite often leaves spaced medium wide on the stalk. Since the leaves grow with a yellowish-brown color, they should be allowed to fully ripen before harvesting. For best yield, plants should be spaced about 18 to 20 inches apart in rows four feet apart. The variety does well on a variety of soil types.

Price: \$3.00 per ounce, postpaid.

CERTIFIED

VIRGINIA 21

For three seasons, Virginia 21 has exceeded its parents, Virginia Gold, in production of better quality tobacco. Bred by the Tobacco Research Station, Chatham, Virginia, the strain is the result of a cross between Virginia Gold and Yellow Special A. A root rot resistant variety, Virginia 21 produces long leaves well spaced on the stalk. A beautiful color and texture result when cured after proper ripening.

Price: \$3.00 per ounce, postpaid.

CERTIFIED

VIRGINIA GOLD

Speedy growth after transplanting is a quality of Virginia Gold, developed by the Virginia Agricultural Experiment Station, Chatham, Va. It is medium tall and has broad leaves of good length, spaced medium distance apart on a large stalk. A vigorous plant, it is a cross between Yellow Special and Cash. In our tests Virginia Gold has been a comparatively high producer of quality cigarette leaf. It ripens to a rich lemon color when given time to fully ripen, and is suitable for growth on a fairly wide variety of soils where disease is no problem.

Price: \$3.00 per ounce, postpaid.

CERTIFIED

402

The 402 variety was developed from a cross of Jamaica Wrapper and 400 by the U. S. Department of Agriculture and N. C. Experiment Station. It has been reselected for improved yield, quality and adaptability for many years. The broad leaves are spaced medium distance on the stalk and grow with a yellowish cast which must be taken into consideration when harvesting.

Price: \$3.00 per ounce, postpaid.

Suggestions for Growing A Crop of Tobacco

Obtain best seed available of adapted varieties.

Get off to a good start with uniform stand of healthy plants on bed and in the field.

ON THE PLANT BED

Where fall applications of dry fertilizing materials such as cyanamide or other high analysis fertilizers are used for weed control, be sure bed sites are thoroughly wet.

Gas treatment in fall is very satisfactory.

Weeds around beds should be destroyed prior to treatment.

Irrigate plants on bed during dry periods, especially in early growth.

Inspect plant bed at least twice a week for disease and insects.

Dust plant bed at recommended intervals (twice weekly) for blue mold control.

Dust with recommended insecticide such as Endrin, DDT, or Parathion every two weeks to keep plant bed insects under control.

IN THE FIELD

Where nematode or wire worm trouble is expected, soil fumigation would probably pay good dividends. Also use recommended insecticides such as chlordane or lindane in transplanting water.

Fertilizer should be applied in the field according to soil types and number of plants per acre. On average soils, we apply 1200 to 1600 pounds 3-9-9 or equivalent per acre, putting about $\frac{1}{2}$ to $\frac{2}{3}$ in the drill furrow just prior to transplanting and $\frac{1}{2}$ of the balance to each side as soon as the plants have started growth or a good stand is obtained.

If facilities are available, irrigate fields early on the morning following transplanting while the leaves are still rigid or standing upright.

Spray or dust for horn worm and bud worm before eggs hatch. Use endrin dust or spray or other recommended insecticides.

Allow tobacco to fully ripen before harvesting.

HANDLING

Use ordinary precaution in curing and bulking the leaf.

Give close attention to grading and preparation for market to avoid mixture of grades.

Tie bundles neatly, about $1\frac{1}{2}$ in. in diameter.

TERMS and CONDITIONS

RED HEART TRADE MARK ON ALL PACKAGES OF GENUINE COKER'S PEDIGREED TOBACCO SEED

Our own pedigreed varieties of Coker's pedigreed tobacco seed are packed in attractive, one ounce metal containers bearing our registered Red Heart Trade Mark, and the words "COKER'S PEDIGREED TOBACCO SEED." Each container is sealed before leaving our plant and should not be accepted by customer if seal is broken. Protect yourself by insisting upon having only seed bearing our registered Trade Mark and official seal.

OUR RESPONSIBILITY

Our tobacco seed are carefully tested for germination and purity before shipment. Every ounce container is sealed with label on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality.

In no case do we give any warranty expressed or implied as to the productivity or performance of our seed. Our liability is limited to purchase price of seed.

EFFECT OF GROWING CONDITIONS

Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

OUR CLAIMS

The claims we make for our seed are based on their actual performance in our breeding plots, variety tests, and increase fields. They are ALL grown, processed, tested, and stored under our personal supervision and control.

Important Statement To Flue Cured Growers:

Because of the probability that the variety discount program of the U. S. Department of Agriculture, which was inaugurated for the 1957 season, will be continued during 1958, we are not cataloging our **COKER 139** and **COKER 140** varieties of tobacco. This does not mean, however, that we have lost faith in these two outstanding tobaccos or in their ability to produce the quality of leaf demanded by the trade where proper soil selection and management practices are followed. Under the circumstances we do not recommend their planting, but we have available stocks of seed for those who might wish to grow them in spite of the reduction in support prices.

To Tobacco Growers of the Flue-Cured Belt...



ROBERT R. COKER, D.Sc.
President

We are pleased to present to you this copy of our 1958 tobacco seed catalog. It includes full information on our new tobacco varieties, together with our suggestions on growing, management and handling practices.

We have been gratified by the interest which tobacco growers and seed dealers have shown in our tobacco breeding program, and were honored by having thousands of visitors from the flue-cured district here on our seed breeding farms during this past summer. The test plots of our new varieties which were planted at two locations in Georgia, and on severely

diseased soil in South Carolina, North Carolina and Virginia were visited by other thousands of interested growers of flue-cured tobacco.

Our new Coker 187 variety, which was first introduced for planting for the 1957 season, has stood up on diseased soil and has generally produced highly satisfactory crops of rich orange, flavorful tobacco.

The article by Dr. C. H. Rogers, which appears elsewhere on this page, tells about other new and outstanding, disease resistant varieties available for 1958 planting.

Because of our limited supply of tobacco seed, especially of our disease resistant varieties, we are allotting them to our seed dealers located throughout the flue-cured area, giving special consideration to those parts of the belt which have a disease problem. Farmers desiring to purchase our tobacco seed should see their local seed dealer rather than sending their orders to Hartsville, for the distribution of our tobacco seed is being handled by our dealers.

We again call attention to the importance of following best growing and management practices in producing your 1958 crop, giving close attention to proper spacing, topping, harvesting and curing in order to grow well ripened quality leaf to meet the needs of both domestic and export companies.

Sincerely,

Robert R. Coker, President,
Coker's Pedigreed Seed Company

From our wide range of available material that we have tested during varying periods of time in nurseries and elsewhere, we have selected some new tobaccos for release for the coming season.

There have been many questions in the minds of growers and leaf men as to just what the requirements are for industry use. Since a wide range of leaf quality is necessary to fulfill the over-all requirements of the trade, we are releasing two new disease resistant tobaccos that produce tobacco with a rather wide range of characteristics.

Coker 156 is the reselected progeny of plants out of the Hicks variety that withstood black shank in nurseries many years ago. The leaf from this tobacco is somewhat like Hicks Broadleaf, ranging from a rich lemon to deep orange in color and from medium to medium-heavy body.

Another new variety, Coker 187-Hicks, should give a range of qualities of medium light to medium heavy body, and from lemon to orange in color, and with other qualities over a range depending on soil, climate, and general management practices followed. This is a medium high yielding variety that has shown comparatively high resistance to black shank and wilts.

Seed of a non-resistant variety, Golden Cash, will be available for limited plantings on non-infested soil.

As with previous releases, these tobaccos have been grown and tested in cooperative programs with some of the leading tobacco companies, and have shown good processing and manufacturing qualities. In our extensive breeding and improvement program we are constantly bringing in new types and new lines for evaluation as to disease resistance, yield, quality, and economy of production. It is our trust that these new tobaccos will provide additional benefits to the grower, and supply the manufacturer with suitable grade leaf for processing finished goods.

Sincerely yours,

In Charge Tobacco Breeding and Production
Coker's Pedigreed Seed Co.



C. HOYT ROGERS, Ph.D.
Plant Pathologist

COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER (1870-1938) FOUNDER



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